



ElderSource  
INSTITUTE

Age Your Way™



## LGBT Elder Friendly Business Certification

Ensure your business practices, services and environment are inclusive for aging LGBT adults.  
Become a part of a growing resource connecting LGBT elders to safe community services.

*trustworthy*



*supportive*

*dependable*



# Understanding the Issues Challenging Older LGBT Adults

**Every day 10,000 people turn 65. Estimates suggest that there are more than three million LGBT people age 55 and older in the United States and this number will double in the next two decades.**

The recently released AARP report, *Maintaining Dignity: Understanding and Responding to the Challenges Facing Older LGBT Americans*, showed\*:

## ***LGBT older adults want welcoming services designed for them:***

- **88%** want LGBT trained providers
- **86%** want advertising for LGBT friendly services
- **85%** want providers that are also LGBT
- **82%** want LGBT signs displayed onsite
- **76%** of LGBT older adults are concerned about having adequate family and/or social supports to rely on as they age

- **34%** of LGBT older adults are concerned that they will have to hide their identity in order to have access to suitable housing as they age

## ***With respect to concerns about Long Term Care***

- **67%** fear being neglected
- **61%** fear having limited access to services
- **60%** fear verbal abuse or physical harassment
- **52%** fear they will be forced to hide or deny their identity

In fact, agencies that offer or fund training for staff were two to three times more likely to receive requests to assist/serve LGBT older adults.

Given the demographics of the aging population, there is an opportunity to support LGBT seniors who hesitate to access care and resources as they age.



accepting

confident



## Seize the Opportunity: Become an LGBT Elder Friendly Business

**As we age, we tend to seek and rely on trusted friendships, businesses and communities.**

ElderSource Institute launched the LGBT Elder Friendly Certified Business Program in 2018. The program is offered to any business and provides unique training on how to ensure their business practices meet the needs of the aging LGBT community and eliminate the barriers faced by LGBT elders.

### **Certification Requirements**

*To be designated as an LGBT Elder Friendly Certified Business and included in the referral database, the following elements are required:*

- Staff from the organization must complete the LGBT Elder Cultural Competency Training. Training can be completed either individually through an on-line platform, or with a presenter scheduled, at your convenience, in a group setting.
- The organization must develop and adopt LGBT inclusive policies regarding staff and treatment of LGBT clients/consumers/customers/patients.
- The business must display outward symbols — a rainbow, an equality sign, graphics/photos in marketing materials — to indicate to clients and other businesses that this is a safe place for LGBT elders.
- The display of the ElderSource Institute LGBT Elder Friendly Certified Business decal, which will be provided upon completion of the process.
- Payment for certification and signature on a Memorandum of Understanding, a document whereby the certified business agrees to all of the above requirements.



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***LGBT Elder Friendly Certified Business***







## Voices

Over the years, ElderSource has made a concerted effort to identify and address the concerns of LGBT older adults. The following are comments from a focus group of LGBT elders and allies giving “voice” to those LGBT elders who are concerned about aging in our community.

*“LGBT elders often have unseen medical conditions impacting their lives. In addition illnesses that other elders have that are ‘invisible’ such as cancer, diabetes, depression, LGBT elders are ‘invisible’ themselves as people. LGBT elders feel invisible and left out from the healthcare system – not respected for who they are, not feeling able to access services to help them, growing up in a generation where people thought they could be ‘fixed.’”*

**On LGBT partners being recognized as family:**

*“The medical establishment is still asking LGBT older adults, ‘Who is your real family?’”*

**On LGBT elders’ daily quality of life and feeling safe in their housing:**

*“Many of the older adults in my independent living apartments are gay, but are still closeted.”*

**On the importance of trust and openness among LGBT elders and the medical community:**

*“If you’re not ‘out’ with your healthcare provider, then you may miss important screenings and they may not understand your care support system or who your family is.”*

## Support from ElderSource Institute

**We want you to succeed in marketing your business to LGBT elders! We want LGBT elders to know that your organization is a safe place to receive information, care, services and resources. Here are the tools provided with certification:**

- Examples of an inclusion statement that includes sexual orientation and gender identity
- Draft Policies and Procedures to customize
- The SAGE Inclusive Services for LGBT Older Adults Guide
- LGBT Elder Cultural Competency Training
- LGBT Elder Friendly Certified Business camera-ready logo to be incorporated in marketing materials, including your website
- LGBT Elder Friendly Certified Business decal for your “store front” and certificate for onsite display
- Marketing your business link on the LGBT Elder Friendly Business website page and announcements via ElderSource newsletter and social media
- Listing in the LGBT Elder Friendly Business Database for our HelpLine to make referrals
- Communications Tool Kit with camera-ready logos, draft letters and emails to staff and colleagues about your business certification, sample newsletter story, ideas on how/where to promote certification



# Testimonies from Certified Businesses

*"The death of a loved one is certainly an emotional time — so many important decisions to be made to honor a life well lived. Declaring our business LGBT friendly was an important step for us to ensure the families we serve are always welcome and the wishes of their loved ones are honored. Our services are inclusive to all and we respect every end-of-life choice."*

— Jessica Watts, Manager, Neptune Society



*"When the formal certification program was introduced to us by ElderSource Institute, we felt it prudent to take these informative classes to gain further insight and understanding. The fact is we have always had LGBT clients; and this certification now formally recognizes our past and present business practices."*

— Matt Robinson, Retired NFL and General Manager, American In-home Care

*"Our community is responsible for offering healthcare services to everyone without prejudice. The certification acts as a tool to bring awareness to the public. Everyone who lives in a community IS the community and it is our responsibility to serve without bias."* — Ellen Brody-Palm, CEO, Community Senior Advisors



**Interested? Contact Linda Levin at 904.391.6610 or [Linda.levin@eldersourceinstitute.org](mailto:Linda.levin@eldersourceinstitute.org)**



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